

Master in
Innovation and Entrepreneurship



Inspiring Futures

www.esade.edu/innovation

Master in **Innovation and Entrepreneurship**



The ESADE Master in Innovation and Entrepreneurship is geared towards individuals with ambitions to create business opportunity and corporate innovation management.

The programme's main objective is to equip candidates with the tools and skills necessary to develop ideas and to foster a 'can do' entrepreneurial mentality for new business enterprises. Participants will learn the essentials of entrepreneurial management and explore the areas of opportunity evaluation, business models design and project implementation.

The ultimate goal of this Master is to prepare participants to lead and manage innovation in all its fields: from the management of innovation systems to the creation of new business ventures and the management of innovation within companies (new products, services, business models and processes).



*Managing ideas,
creating innovation*

5 reasons to choose ESADE's

Master in Innovation and Entrepreneurship

1

The programme provides **training in a variety of aspects** involved in the innovation value chain and enables participants to specialise, depending on their career aspirations, in one of the following areas:

Track 1. **Innovation Management**. Here Innovation Management is, in the wider sense, applied directly to design strategies for innovation development, such as innovation networks and collaborative brand building, knowledge management and research centres. This encompasses technology parks, business incubators, centres for open and cross innovation and venture capital companies.

Track 2. **Corporate Innovation and Intrapreneurship**. Moving to In-Company Innovation and embracing the spheres of new products, processes, business development plans and networks, the identification and analysis of key variables that assist in implementing organisational strategies comes into focus; taking in both large companies with innovation departments, and small and medium companies that can be said to have innovation in their 'DNA'.

Track 3. **Entrepreneurship**. The Entrepreneurship track aims to equip participants with the necessary know-how to set up new businesses. This involves entrepreneurial development and mastering creative tools and innovation management skills in the search for new business opportunities. Competencies in applying models and processes, which bring ideas to fruition, such as new product and service development and business plans, are given maximum priority. Finding and securing finance for new business ideas and start-ups is another major challenge facing would-be entrepreneurs and is comprehensively addressed in Track 3.

2

The programme is aimed at participants from **various academic backgrounds** in order to facilitate multidisciplinary innovation. Due to the combination of multidisciplinary academic profiles taking part in this Master, the course location itself becomes a venue in which to 'exchange ideas' on multidisciplinary innovation, taking advantage of the diverse mix of participants with backgrounds ranging from engineering and science to management.

3

The programme is **delivered within the ESADE Ecosystem framework**: ESADE Business School, the ESADE Entrepreneurship Institute with over 14 years' dedicated research in the areas of entrepreneurship and innovation and ESADECREAPOLIS, our open and cross innovation centre. The proximity of ESADE's educational programmes to the corporate world ensures that our participants are in constant contact with the business world, and that they are exposed to alternative business models, giving them the vital edge in terms of contacting investors and commercial entities. Business plans presented by participants within this framework will be entered into the ESADE BAN network of investors, and participants will be put in contact with other investors and agents from innovation incubators.

4

The Programme **is sponsored by the European Institute of Innovation and Technology's InnoEnergy**, the Knowledge Innovation Community (KIC) in sustainable energy, whose function is to stimulate innovation towards sustainable economic growth and guarantee the competitiveness of European companies. This sponsorship will make it possible to award 12 scholarships to talented students.



5

Above all, **Barcelona is a city well disposed to innovation and Entrepreneurship** and one that has geared its image around making this a priority. This is the perfect location for MSc in Innovation and Entrepreneurship participants to discover a wealth of professional development opportunities.

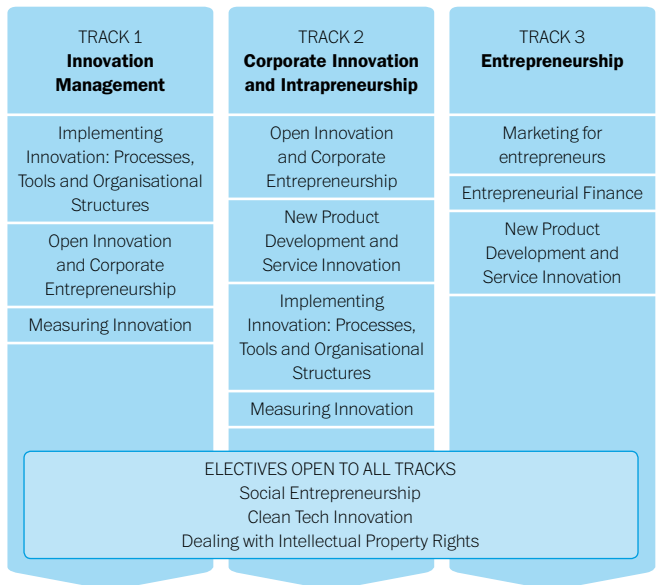
Management Immersion Programme

In order to foster multidisciplinary innovation, the Master is geared towards individuals with different academic backgrounds: management, science and engineering, amongst others. The Management Immersion Programme is designed to provide participants who have no former business training with the necessary tools to understand the corporations as an economically driven complex human organization. This intensive programme has a workload of 24 ECTS and will be delivered over a six-week period during the summer (aprox. 6 class hours per day).

24 ECTS	60 ECTS			
Summer	September - December	January	February - April	May - September
Management Immersion Programme*	The Foundations of Entrepreneurship and Innovation <i>6 core courses</i>	Professional and Personal Development	Tracks and Electives**	Research Project <i>Choose one</i>
Introduction to Management	The Innovation Management Scenario: Systems, Models and Processes.	International Study Tour	Electives from chosen Track (see diagram below)	In-Company Business Project
Economics		Skills & Competencies Seminars	Free Electives	Company Creation Project (business plan)
Business Strategy	Entrepreneurship	Career-Planning Activities	Preparation for the Research Project Elective	Thesis
Marketing Management	Exploring the Opportunity: Technology and Markets			
Operations Management	Applying Creative Thinking to Generate Novel Solutions			
Cost Accounting	Creating Value through Business Models			
Managerial Finance	Business in Society			
Organisational Behaviour				
	Language learning Spanish			

*Prerequisite for participants with no previous training in Management

Three Tracks, three possible professional openings



**For an updated list of electives, please visit www.esade.edu/innovation

Inspire the future, **become** the future



At ESADE we're looking for people with foresight. Our rigorous entry requirements ensure our Masters candidates will stand out and enhance a rich and emerging heritage, the ESADE MSc Programmes in Management.

As a student at ESADE you will have the privilege of studying with the brightest and graduating amongst the best in the world, secure in the knowledge that the moment you pass through our campus doors, your inspirational future has already begun.

*Choosing ESADE
is a commitment to
taking the lead for our
collective futures.*

Admission requirements

Candidates should possess a degree in Business Management, Engineering, Science or Design. Candidates with no previous background in Management are required to complete the Management Immersion Programme. This is an intensive summer programme (24 ECTS) designed to give them the grounding in management basics that they will need to enrol on the MSc in Innovation and Entrepreneurship.

Candidates should be fluent in English. No professional experience is required.

The Process: Step by Step

1. Submit your Online Admission Application.

This may be done at www.esade.edu/onlinemsc

2. Take the GMAT (in English)

or the ESADE Admissions Test (in Spanish).

It is essential to take one of these two admission tests.

3. English language placement test.

- TOEFL: 100+
- IELTS: 7.0+
- CAE: B+
- CPE: C+
- PTE: 72+

4. Send us the required documentation.

- Your university academic record / transcript
- English level certificate
- GMAT score
- 2 letters of recommendation
- Essays
- CV

5. Arranging an interview.

An interview is mandatory for all candidates.

ESADE Talent Grants

ESADE has an ambitious grants policy for talented participants on the MSc in Innovation and Entrepreneurship. These grants cover up to 75% of the programme's total fees. In exceptional cases, ESADE will also consider the possibility of providing outstanding participants with a full grant to cover programme fees.

Business Model Competition

ESADE organises this competition which awards scholarships to the two students presenting the best business models. For further information, consult the applicable rules and conditions on our website

www.esade.edu/innovation

*Reward your talent.
Choose ESADE*



Campus Barcelona · Sant Cugat
Marketing & Admissions Service

Avenida Torreblanca, 59
08172 Sant Cugat del Vallés
Barcelona, Spain
Tel. +34 935 543 513
Fax. +34 936 746 594
mscmanagement@esade.edu

Campus Barcelona · Pedralbes
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www.esade.edu/msc

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